

Total No. of Printed Pages : 4

Roll No.....

**MS-508/MM-2208**  
**SALES AND DISTRIBUTION**  
**MANAGEMENT**

Master of Business Administration  
P.G. Diploma in Marketing Management  
(MBA-10/12/13/16/17/PGDMM-10/16/17)

4<sup>th</sup>/2<sup>nd</sup> Semester, Examination-2020

Time Allowed : 2 Hours

Maximum Marks : 80

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**Note :** This paper is of Eighty (80) marks divided into Two (02) sections A and B. Attempt the question contained in these sections according to the detailed instructions given therein.

**Section-A**

(Long Answer type Questions)

**Note :** Section-'A' contains Five (05) long answer type questions of Twenty (20) marks each. Learners are required to answer any two (02) questions only. (2×20=40)

1. Explain the process of selling. What are the characteristics of a good seller?
2. Describe different types of sales organization. Discuss the direct and indirect selling method using suitable examples.
3. Explain different level of distribution channels. What different conflicts arises in channels of distribution and how they can be resolved?
4. What is Retailing? How does the use of technology enhances the efficiency of retail business?
5. What do you understand from market logistics? Explain its objectives and decisions of market logistics with suitable examples.

### **Section-B**

(Short answer type questions)

Note: Section-B Contains Eight (08) short answer type questions of Ten (10) marks each. Learners

are required to answer any four (04) questions only. (4×10=40)

1. What is personal selling? Explain the features of personal selling and distinguish it from industrial selling.
2. Explain the concept of sales territories. How it is useful in sales management?
3. Describe the methods of sales forecasting.
4. Explain different sources of sales force recruitment.
5. Discuss sales contests contribution in sales force motivation.
6. Examine the role of inventory management in sales management.
7. Explain the new trends in distribution channel management. Explain the functions of each distribution channel.

8. What is warehouse management? Explain the warehouse management features.

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